



**Board of Directors Meeting**  
**Wednesday, September 18, 2013, 11:30 a.m.**  
**Legends Restaurant, 1313 West Lindsey**

## Minutes

### Board Attendance:

(P) Sherry Brown, Republic Bank	(A) Dr. Roger Brown, Norman Public Schools
(P) Carol Dillingham, Cleveland Cty.	(A) Brenda Hall, City of Norman
(P) Don Hiebert, First Bank & Trust	(P) Randy Laffoon, SportsRadio 1400
(P) Suzanne McAuley, First American Bank	(P) William Murray, Montford Inn
(P) Joe Sparks, Restaurant Industry	(A) Juna Stovall, OU, CCE
(P) Charlie Taylor, OU Athletic Dept.	(P) Jennifer Alexander, Embassy Suites
(P) Paige Williams, Chickasaw Nation	(A) Don Wood, NEDC
(A) John Woods, Chamber of Commerce	<del>(P) Stephen Koranda, Executive Director (resigned)</del>

### Call to Order

Meeting called to order by McAuley at 11:30 a.m.

### Minutes

Motion made by Sparks to amend the August minutes to include the announcement of Stephen Koranda's resignation that followed Executive Session; seconded by Dillingham. The minutes were then approved *with* changes by Sparks; seconded by Taylor.

### Norman Wayfinding Signage Report

Floyd provided an explanation of the Norman Wayfinding Signage proposal. He stated that the project would help facilitate traffic flow at both the Main and Lindsey Street intersections. McAuley asked if anyone had offered to help with the project yet. Floyd responded by saying that the Chamber of Commerce had said that they would support it.

Sparks then inquired about both the timing of the project and the potential to reuse/readapt the signs for various locations (ie., reusing the Main Street signs for Lindsey once construction at the Main Street intersection is finished). It was explained that that is definitely a possibility.

Taylor also asked about the look of the signage and if it would involve any collaboration with OU. Floyd stated that although no mock-ups have been made of the signage, he would share them if/when they become available. Floyd also mentioned that there would be further discussion regarding the appearance and limitations thereof closer to time of implementation.

Sparks stated that the hotels feel like they are being "punished" due to the construction at Main Street. Brown agreed and encouraged the CVB to support the project especially since it would help the hotels [who provide us with our funding anyway]. Hohlier concurred stating that she has been receiving similar feedback from CVB partners.

Murray asked about the \$9,800 consulting fee that was required for the project and suggested that the CVB partner with the City and/or Chamber and help support the project financially so that *hopefully* we can offer input, as well. Dillingham and Taylor both agreed.

Motion made by Sparks to pay for half of the \$9,800 consulting fee; seconded by Taylor. Motion then amended by Sparks to pay exactly \$5,000 towards the fee; seconded by Murray.

### **Treasurer Position/Report**

McAuley announced Vance's resignation from the Board and stated that Alexander would temporarily join the Board in his place.

The Nominating Committee then submitted Dillingham's name for the Treasurer position. The nomination was approved.

In an effort to update the CVB's checking account information (with Republic Bank & Trust), Murray additionally mentioned the need to determine which Board members are eligible to act as "signers" on the account. There was a motion made by Dillingham that the signatories of the account be as reflected in the CVB bylaws; seconded by Taylor.

### **Financials**

Motion made by Sparks to receive the August financials and file them for audit; seconded by Dillingham. Motion passed 8-0.

### **Mobile Visitor Center (MVC)**

McAuley announced to the Board that there was an upcoming meeting with MAG Trucks that would be taking place via conference call.

### **Search Committee for Exec. Director**

McAuley and Sparks asked for input regarding potential search firms and the E.D. position description. Alexander suggested that the Committee work with other CVBs to get ideas. Williams additionally suggested that the NCVB consult the DMAI website.

### **Sales Team Report**

Bash and Hohlier offered a breakdown of the report. Highlights of the report included: 5 leads sent in August, FanFest, and attendance at various tradeshows and luncheons (including OSAE, MPI, and Slice-of-Night ).

The Board requested additional information regarding the "estimate economic impact" formula.

### **Leisure Travel Report**

Mauldin offered a breakdown of this report, as well. Highlights of the report included: attending 3 leisure/travel shows, as well as convention/group "servicing" which accounted for the distribution of 2,435 guides and brochures in August.

### **Communications/PR Report**

Brickman, too, offered a breakdown of this report. Highlights included: coordinating with various community partners for FanFest, as well as working on the Norman "Winterfest" campaign

There was also discussion regarding the CVB's ROI for FanFest.

### **Adjourn**

Motion made by Laffoon to adjourn the meeting; seconded by Taylor. Meeting adjourned at 1:00 p.m.